WHAT IS CLAIMED IS:

1. A method for inducing complete apoptosis of a liver cell expressing HBx protein, which comprises treating the cell with an NF-kB inhibitor.

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- 2. The method of claim 1, wherein the liver cell is Chang X31 cell line.
- 3. The method of claim 1, wherein the NF-kB inhibitor is sulfasalazine.
- 4. The method of claim 3, wherein sulfasalazine is employed in an amount of at least 1.3mM to induce complete apoptosis within 120 hours after the treatment.
 - 5. The method of claim 4, wherein the amount of sulfasalazine employed ranges from 1.3 to 2.0mM.

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- 6. A method of screening for substances that inhibit apoptosis of a liver cell expressing HBx protein, comprising the steps of:
- a) treating the liver cell expressing HBx protein with a candidate substance before or after the treatment of an NF-κB inhibitor; and
- 20 b) examining whether the apoptosis is protected.
 - 7. A method of screening for genes that inhibit apoptosis of a liver cell expressing HBx protein, comprising the steps of:
 - a) introducing a candidate gene into the liver cell expressing HBx protein;
- 25 b) treating the liver cell with an NF-κB inhibitor; and

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- c) examining whether the apoptosis is protected.
- 8. The method of claim 7, wherein a retroviral cDNA library or an expression vector is employed in the step of introducing the candidate gene into the cell.

9. The method of claim 6 or 7, wherein the NF-kB inhibitor is sulfasalazine.